



Market Report

A Snapshot of your Marketing Sector

Sewing

This pack has been designed to provide information on setting up a business in the Sewing industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the [Business Gateway Plan Guide \(May 2025\)](#), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**

What do I need to know about the Sewing market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The **UK home textiles market was worth £6,068 million in 2024 and is forecast to grow to £6,726 million in 2029**, a CAGR of 2.4% over the five-year period. Consumers continue to utilize home textiles to easily refresh their homes or follow key trends. The largest home textiles category, bedroom textiles, will see the highest growth by value as consumers make quick refreshes to their homes and invest in quality fabrics, trading up where they can. (GlobalData Explorer, Home Textiles, June 2025, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ Many fashion lovers have a high annual household income. **21% of fashion lovers are innovators or early adopters of new products**. 66% of fashion lovers are female. (Statista, Fashion Lovers in the United Kingdom, March 2025).
- ◆ The sewing industry is part of the wider fashion and textile industry in the UK. The UK Fashion and Textile Association commissioned a report, "The Fashion and Textile Industry's Footprint in the UK". This report, produced by Oxford Economics states that [The UK fashion and textile industry contributes £62bn to the UK economy](#) supports 1.3 million jobs and generates more than £23 billion in tax revenues.



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Where can I find more information on my market?

There are several professional associations and bodies who represent the arts and crafts industry. The main organisations are:

- ◆ [Crafts Council](#) The national charity for craft.
- ◆ [Society of Designer Craftsmen](#) promoting and supporting the work of creative thinkers, designers and makers who innovate through their exploration of materials and skills.
- ◆ [Creative Scotland](#) Public body that supports the arts, screen and creative industries across Scotland. They also distribute funding from the Scottish Government and the National Lottery.

The [National Library of Scotland](#) provides free access to a range of [eResources for Scottish businesses](#). These include **IBISWorld reports** such as **Household Textile and Soft Furnishing Manufacturing in the UK (March 2026)** and **COBRA reports** such as **Haberdashery (May 2026)**, **Art, Craft and Design (August 2024)** and **Dressmaker Maker (April 2024)**.

There are also several online resources you may find helpful:

- ◆ [Craft Focus](#) is a bi-monthly trade publication for the craft industry, distributed to Art and Craft shops, toy shops, model shops, haberdashers and needlecraft retailers. They also have a supplier directory and a news and events section.
- ◆ The [Craft Scotland](#) website has a directory of makers across all crafts, including, sewing, needlework, upholstery and other textile work. They also have a What's On section covering upcoming events in Scotland, as well as free resources for makers through their Craft Community page which includes job and volunteering opportunities, commission work, surveys, research and more.
- ◆ [Culture and Business Scotland](#) is a charity that works with arts, culture and heritage related businesses. On their website you can find information about upcoming events, industry news, as well as upcoming funding opportunities and free resources published by the charity.
- ◆ [The State of UK Fashion Manufacturing: A Sector Poised for Resurgence](#) 2025 article by **Fashion Capital** on early signs of a resurgence of the UK fashion manufacturing sector.

The Information Service provides a bespoke research service for all Scottish businesses. If you have a more detailed research enquiry that you would like to explore, please contact us on **0300 013 4753** or email info@bgateway.com.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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